LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 212—(CAMBRIDGE—ULTRA LOW—2 PACK, 100's LEFT)—Req. No. 6896#—Page—4/c bleed—National (Letterpress) Magazines, 1980 (A)
Printed in U.S.A.

ULTRA LOW TAR
Cambridge

4 mg tar 100s.

1 mg tar
Soft Pack.

For satisfying taste
in an ultra-low tar cigarette.

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Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Soft Pack: 1 mg "tar," 0.1 mg nicotine—100's: 4 mg "tar," 0.4 mg nicotine av. per cigarette by FTC Method.

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